

**ABSTRACT**

The present invention is a system and method of receiving realtime and non-realtime communications from customers, distributing those communications efficiently to an appropriate agent and providing a response to the communication within an appropriate time. The present invention utilizes a hub and node architecture where realtime communications such as a voice call entering the architecture are received by a Voice over Internet Protocol (VoIP) gateway before being sent to a voice server. Other realtime and non-realtime communications are received by an appropriate media server. Routers for each media type access a predetermined set of routing data with an application server through a corporate and CRM database to facilitate routing through a node router to the appropriate node and agent.